

## **The Big Picture: Interpretation at the Site, Community, and Regional Levels**

Interpretation often focuses on the story of a place or site. But sites are rarely an island unto themselves and their story may be more fully understood within the context of the big picture. How well does your site communicate the story of your community or collaborate with similar sites within the region?

Join Historic Southern Indiana as we examine the key components of interpretation at all three levels. Our featured speaker is Amy Jordan Webb, director of the National Trust for Historic Preservation's Heritage Tourism program. Amy will start the day with an overview of interpretation and present success stories of site and community collaboration. We will then take a tour of Historic New Harmony, the site of two utopian communities in the early 19<sup>th</sup> century. The afternoon will consist of a panel discussion by staff and interpreters of HNH followed by a brainstorming session in which participants will have the opportunity to share examples from their sites and brainstorm on future projects or collaborations with their community or other sites in the region.

### **Who Should Attend?**

- ?? Interpreters, administrators, volunteers, educators, and naturalists at historic sites, museums, and natural sites.
- ?? Tourism professionals interested in developing programs with sites
- ?? Anyone interested in developing interpretive skills and programs to attract more visitors.

### **Agenda**

- 8:30 am      Registration and light breakfast
- 9:00 am      Welcome and introductions
- 9:05 am      Interpretation overview and success stories
- 10:00 am     Tour of Historic New Harmony
- 12:00 noon   Lunch
- 1:00 pm      Panel Discussion- Staff of Historic New Harmony
- 2:00 pm      Brainstorming session
- 3:00 pm      Next Steps and Final Comments
- 3:30 pm      Adjourn

### **Registration:**

For telephone registration, call  
800/467-8600 or 812/464-1989

For e-mail registration, contact [extserv@usi.edu](mailto:extserv@usi.edu)

## **Featured Speaker**

Amy Jordan Webb has 17 years of hands-on experience working in cultural heritage tourism. As the director of the Heritage Tourism program of the National Trust for Historic Preservation, she has provided technical assistance in heritage tourism development and marketing to statewide and regional efforts, heritage areas, and Main Street communities across the country.

Prior to coming to the National Trust, Ms. Webb worked as the Director of Tourism and Education for the Providence Preservation Society (PPS) in Providence, Rhode Island. While there she developed a heritage education program for Rhode Island elementary schools, organized an annual tour of historic homes that attracted several thousand visitors and coordinated walking and motorcoach tours of historic Providence for thousands of visitors annually. She was also instrumental in bringing together Providence's museums and historic sites to work in collaboration with the Greater Providence Convention and Visitors Bureau on the creation of packaged itineraries and other marketing initiatives for Providence's cultural and historic attractions.

### **About Historic Southern Indiana (HSI):**

HSI is a heritage-based community outreach program of the University of Southern Indiana committed to promoting, protecting, and enhancing the historic, natural, and recreational resources of Southern Indiana.

### **Workshop location:**

The workshop is located at the New Harmony Inn in New Harmony, Indiana. For directions call 1-800-782-8605 or visit [www.redg.com](http://www.redg.com). For information on Historic New Harmony, call 1-800-231-2168 or visit [www.newharmony.org](http://www.newharmony.org).